

ECONOMICS — AN INTRODUCTION

Mondays

16 lectures

This stimulating course has been designed to meet the needs of young executives and others interested in Canada's economic past, present, and future. Using the lecture-discussion method, the following topics will form the basis of a description and analysis of the operation of the Canadian economy:

National Income and Economic Growth
Banking and Taxation: Monetary and Fiscal Policy
Monopoly and Competition
The Pricing System
Labour Problems
Canada and the World Economy
Comparative Economic Systems and Comparative Living Standards

Suggested reading will be given from time to time.

The Class will be limited to 50 students.

Basic reading for those who wish some advance preparation:

1. V. W. Bladen: Introduction to Political Economy, Third Edition, University of Toronto Press, 1956.
2. Allen, Buchanan, Colberg: Prices, Income and Public Policy, McGraw-Hill Publishing Co., 1954.
3. H. C. Brainard: Economics in Action, Oxford University Press, 1959.

LECTURER: H. I. Macdonald, B.Phil., M.A.

TIME: 7.30 p.m., Fall term beginning October 5, ending December 14, Winter term beginning January 4, ending February 8.

PLACE: Room 123, McLennan Laboratory.

FEE: \$30.00.

Registration:

By mail or in person at Room 207, 65 St. George Street, 9 a.m. to 5 p.m. daily except Saturdays. Application forms and course literature may be obtained by writing to the Director, University Extension, 65 St. George Street, Toronto, or by telephoning WA. 3-6611, locals 301, 304, 526, 527. In order to accommodate students and enable them to enrol during the evening, registrations will be taken—

Monday	September 14th
Wednesday	September 16th
Monday	September 21st
Wednesday	September 23rd
Monday	September 28th

from 7.30 to 9 p.m. in the Wallberg Building, corner of St. George and College Streets.



**UNIVERSITY OF TORONTO
UNIVERSITY EXTENSION**

Session 1959-60

**Courses in
MARKETING
ECONOMICS
MONEY, BANKING
and FINANCE**

P80 - 0225
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MARKETING I

Thursdays

20 lectures

Marketing plays a dynamic and vital role in modern business by co-ordinating all activities which are responsible for distributing goods from producer to consumer. This course deals with each phase of marketing by means of a series of lectures, case discussions of actual marketing problems and guest speakers who are prominent marketing executives. This stimulating course has a two-fold purpose—to outline basic marketing principles and practices and to develop an individual's ability to analyse marketing problems. The class will be limited to 50 students.

TEXT: "Problems in Marketing" (1957), McNair, Brown, Leighton & England. (McGraw-Hill)

Course topics:

Marketing Mathematics
Influence of the Consumer
Marketing Research
Packaging
Pricing
Sales Force Management and Sales Forecasting
Industrial Marketing
Advertising Copy
Advertising Media
Sales Promotion and Display
Agricultural and Commodity Marketing
Marketing Strategy and Organization
Preparing a Marketing Plan
The Canadian Market

LECTURER: W. F. Francis

TIME: 7.30 p.m., Fall term beginning October 8, ending December 10, Winter term beginning January 7, ending March 10.

PLACE: Room 1033, Wallberg Building.

FEE: \$40.00.

MARKETING II

Thursdays

20 lectures

An advanced, seminar-type course dealing with the development of marketing policy, and the nature of translating policy into effective action. The main emphasis of the course will be to study the application of logic and the "scientific method" to the solution of business marketing problems, primarily in the consumer goods and services fields. The student is expected to be familiar with basic marketing principles covered in Marketing I, so that this knowledge can be applied to the investigation of the inter-relationship of advertising, sales management, merchandising and research functions common to most business problems.

Actual case material will be presented for class discussion, requiring home preparation and active participation during the class.

The class will be limited to forty students to permit an informal atmosphere.

LECTURER: J. S. Bull, B.Com., M.B.A.

TIME: 8.00 p.m., beginning October 8, ending December 10, Winter term beginning January 7, ending March 10.

PLACE: Room 2034, Wallberg Building.

FEE: \$40.00.

MONEY, BANKING AND FINANCE

Mondays

16 lectures

The purpose of this course is to outline and discuss with the group the theory and practice of money, banking and the capital market generally, with specific reference to the Canadian environment. This will include central banking and monetary policy, fiscal policy, the function of the chartered banks and other financial institutions, the nature of economic instability and its implications for the capital market, the characteristics of the Canadian Capital market and other related topics.

The class will be limited to 50 students.

LECTURER: E. P. Neufeld, Ph.D.

TIME: 7.30 p.m., Fall term beginning October 5, ending December 14, Winter term beginning January 4, ending March 7.

PLACE: Room 101, McLennan Laboratory.

FEE: \$30.00.